



Retail Marketing Committee Meeting
Tuesday, February 23, 2016
2:45PM PST
ASMI Seattle Office
150 Nickerson St, Suite 310 Seattle, WA 98109

Draft Minutes

A meeting of ASMI's Retail Marketing Committee was held on Tuesday, February 23, 2016 at 2:45pm at ASMI's Seattle office.

Present were: Thea Thomas, Chair - Retail
Tom Sunderland, Vice Chair - Retail (Ocean Beauty Seafoods)
Matt Christenson (Trident Seafoods)
Yvonne Shay (Peter Pan Seafoods)
Scott Blake (Copper River Seafoods)
Ron Jolin (Harvester)
Mark Gleason (Alaska Bering Sea Crabbers)

ASMI Staff: Larry Andrews, ASMI Retail Director
Linda Driscoll, ASMI Assistant Retail Director
Heather Sobol, ASMI Marketing Specialist
Tyson Fick, ASMI Communications Director

Guests: Merle Knapp, Glacier Fish Company

I. CALL TO ORDER:

The meeting was called to order by Chair Thea Thomas at 2:45pm. Heather Sobol called the roll; it was determined that a quorum was present.

II. APPROVAL OF AGENDA:

Ron Jolin moved that the agenda be approved as presented. Tom Sunderland seconded the motion, which passed unanimously.

III. APPROVAL OF MINUTES:

Sunderland moved that the minutes be approved as submitted. Jolin seconded the motion, which passed unanimously.

IV. PUBLIC COMMENT:

Merle Knapp reiterated needing to get messaging out to consumers with regard to the Alaska Pollock nomenclature and that there is a lot of product in the marketplace; some labeled correctly and some not. Thomas commented that the species committee recommendations from All Hands need to be distributed to all committee members after the meeting going forward.

V. RETAIL BUDGET:

Larry Andrews walked the committee through the budget side-by-side document. Linda Driscoll pointed out that this budget scenario assumed the Consumer Advertising budget would still be in place. Since scenario #2 was approved in the Joint Committee meeting, money would come back into the Retail budget, so the committee should prioritize activities and the budget would be adjusted accordingly. After discussion, the committee directed funds be added to digital advertising, traffic reports and in-store demonstrations. Mark Gleason also stated he would like to see additional funds going toward co-op opportunities, and that he has some ideas of how to spend such funds. Andrews also walked the committee through the current hiring and travel restrictions, though ASMI may have the travel restrictions lifted going forward. Andrews stated that his last day will be April 29; the process for filling the position has yet to be determined.

VI. INDUSTRY UPDATE:

Gleason recapped in-store appearances with Hy-Vee and how tremendous they were. He stated that Publix is promoting Bairdi crab now also.

VII. OLD BUSINESS AND GOOD OF THE ORDER:

Yvonne Shay addressed canned salmon lids, stating now that they aren't embossed with Alaska product of USA, we should resurface the issue of having an Alaska identifier on top of the can. Sunderland and Shay stated that it has to be something that the industry works together on.

VIII. SCHEDULE NEXT MEETING:

The next Retail Marketing Committee meeting will be determined at a later date, but will be held before the start of the new fiscal year. The week of May 2 was proposed; still to be confirmed.

IX. ADJOURN:

Jolin moved to adjourn the meeting. Matt Christenson seconded the motion, which passed unanimously. Meeting adjourned at 3:54pm.